Listing and Amendment of the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-19. (cancelled)

20. (currently amended) A method for displaying a TV program to a viewer, comprising:

processing information indicative of preferences of the viewer to develop a viewer characteristics information profile for the viewer;

storing the viewer characteristics information profile on a ~~viewer~~ storage device;

presenting the viewer with a first list of TV programs available for viewing, the programs selected and arranged in accordance with the viewer characteristics information profile;

receiving feedback input from the viewer after viewing the first list and in response to the viewer answering a query, the feedback input requesting different selections than presented in the first list;

selecting, via a statistical algorithm, an alternative profile in response to the feedback input, the alternative profile and the viewer characteristics information profile both existing at the time the viewer provides the feedback input; and

presenting the viewer with a second list in response to ~~said~~ the feedback input ~~requesting different selections than in the first list, said~~ , the second list including alternative TV programs available for viewing, the alternative TV programs selected in accordance with ~~an~~ the alternative ~~viewer characteristics information~~ profile ~~, wherein the viewer characteristics information profile and the alternative characteristics information profile coexist and the first list and the second list remain available to the viewer~~.

21. (original) The method of claim 20, wherein the alternative profile includes alternative viewer characteristics information for the viewer.

22. (original) The method of claim 20, wherein the alternative profile includes

viewer characteristics information for a second viewer.

23. (original) The method of claim 20, wherein the alternative profile includes generic viewer characteristics information, the generic information pre-selected in accordance with one or more viewer demographic traits.

24. (original) The method of claim 23, wherein the generic information is pre-selected in accordance with any one or more of available TV program content, rating, schedule, or duration.

25. (currently amended) The method of claim 20, further comprising:
replacing the viewer <u>characteristics information</u> profile with the alternative profile.

26. (currently amended) The method of claim 25, further comprising:
<u>generating a third list of TV programs from an edited alternative profile in response to data received from a user editing</u> ~~allowing the viewer to edit~~ the alternative profile.

27. (currently amended) The method of claim 20, ~~further comprising: randomly selecting~~ <u>wherein</u> the alternative profile <u>is selected</u> from a plurality of available alternative profiles.

28. (currently amended) A method for presenting available TV programs to a viewer, comprising:
processing information indicative of preferences of the viewer to develop a viewer characteristics information profile for the viewer;
storing the viewer characteristics information profile on a viewer storage device;
selecting a predetermined number of TV programs from a plurality of TV programs available for viewing, the <u>TV</u> programs selected in accordance with the viewer characteristics information profile; ~~and~~
presenting the viewer with ~~one of a first list of the selected programs and an~~

~~alternative second list of programs, the first list arranged in accordance with the viewer characteristics information profile, and the second list arranged in accordance with an alternate viewer characteristics information profile, wherein the viewer characteristics information profile and the alternative characteristics information profile coexist and the first list and the second list remain available to the viewer, wherein the second list is based on feedback input from the viewer of the first list resulting from a query~~ a first list including the TV programs selected in accordance with the viewer characteristics information profile;

receiving feedback input from the viewer requesting a different program selection than in the first list;

selecting, via a statistical algorithm, an alternative profile in response to the feedback input, the alternative profile and the viewer characteristics information profile both existing at the time the viewer provides the feedback input; and

presenting the viewer with a second list of selected programs in response to the feedback input, wherein the second list includes alternative TV programs available for viewing and the alternative TV programs are selected in accordance with the alternative profile.

29.   (currently amended) The method of claim 28, wherein selecting the predetermined number of TV programs comprises:

processing information indicative of characteristics of the selected TV programs, and wherein presenting the first list comprises presenting the viewer with ~~a list of the selected programs,~~ the first list arranged in accordance with the viewer characteristics information profile and the characteristics of the selected TV programs.

30. (currently amended) The method of claim 28, wherein the first list is sorted in accordance with ~~the~~ a degree of correspondence between ~~the~~ characteristics of each selected TV program and the viewer characteristics information profile.

31. (currently amended) The method of claim 28, wherein presenting the first list comprises:

presenting the viewer with ~~a list of the selected programs,~~ the <u>first</u> list including ~~the~~ characteristics of the selected <u>TV</u> programs.

32.   (currently amended) A method for presenting TV programs to a viewer, comprising:

processing information indicative of preferences of the viewer to develop a viewer characteristics information profile for the viewer;

storing the viewer characteristics information profile on a viewer storage device;

selecting a predetermined number of TV programs from a plurality of TV programs available for viewing, the programs selected in accordance with the viewer characteristics information profile;

presenting the viewer with a first list of the selected programs, the first list arranged without viewer input in accordance with the viewer characteristics information profile;

receiving feedback input from the viewer based on a query ~~about~~ <u>requesting a different program selection than in</u> the first list;

<u>selecting, via a statistical algorithm, an alternative profile based on the feedback input, the alternative profile and the viewer characteristics information profile both existing at the time the viewer provides the feedback input;</u> and

presenting the viewer with a second list of selected programs based on ~~said~~ <u>the</u> feedback input, wherein the second list ~~arranged in accordance with an alternate viewer characteristics information profile, wherein the viewer characteristics information profile and the alternative characteristics information profile coexist and the first list and the second list remain available to the viewer after receiving the feedback input from the viewer based on the query~~ <u>includes alternative TV programs available for viewing and the alternative TV programs are selected in accordance with the alternative profile.</u>

33.   (currently amended) The method of claim 20, wherein the feedback <u>input</u> is manually entered by the viewer.

34.   (previously presented) The method of claim 20, wherein the alternative TV

programs on the second list are each different from the TV programs on the first list.

35.   (previously presented) The method of claim 20, wherein the first list remains available after presenting the second list.

36.   (previously presented) The method of claim 20, wherein the second list is unrelated to the first list.

37.   (previously presented) The method of claim 20, wherein the second list is based on a viewer choice between alternative available lists.

38.   (currently amended) The method of claim 20, <u>wherein</u> the alternative ~~characteristics information~~ profile is selected from a fixed set of profiles.

39.   (previously presented) The method of claim 38, wherein the fixed set of profiles is based on demographics.

40.   (currently amended) The method of claim 38, wherein the alternative ~~characteristics information~~ profile is created based on a random selection from the fixed set of profiles.

41.   (currently amended) The method of claim 38, wherein the alternative ~~characteristics information~~ profile is created by randomly selecting profile parameters from the fixed set of profiles.

42.   (previously presented) The method of claim 38, wherein the fixed set of profiles is one of pre-created and pre-captured.